



UNISYS

Security INDEX

Australia – December 2007

Unisys Additional Security Research Online Social Networking Security

Overview

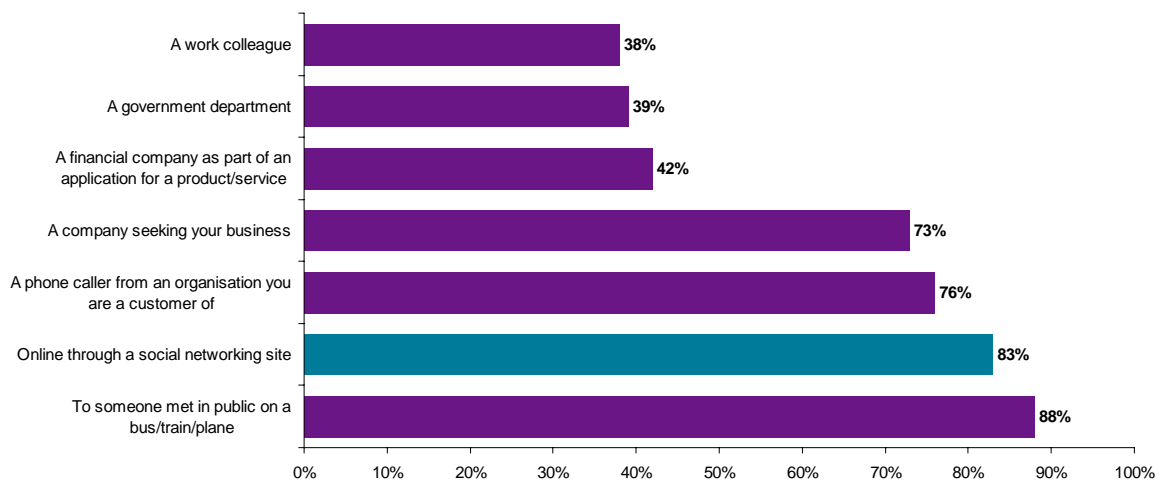
The [Unisys Security Index™](#) has shown that Australians are concerned about a range of security issues including national, financial, internet and personal security. With this mind and given the growing focus on internet security, Unisys has undertaken further research to better understand the attitudes of Australians towards security and online social networking.

In Australia online social networking site, MySpace, has 3.8 million profiles.

A large majority of Australians appear to be uncomfortable with providing personal data to social networking websites. Already low levels of comfort fell even further when respondents were asked to consider a situation where their personal information they gave to join social networking sites might be made available to internet search engines, and third party companies and organisations

Key Findings

Overall, 83% of Australians say they are not comfortable providing personal information to social networking websites. This is relatively high when compared to a range of other circumstances and rates at a similar level to how people feel about providing personal information to people met randomly in the street or other public places:



These results reflect the high levels of concern exhibited by Australians in relation to the protection of

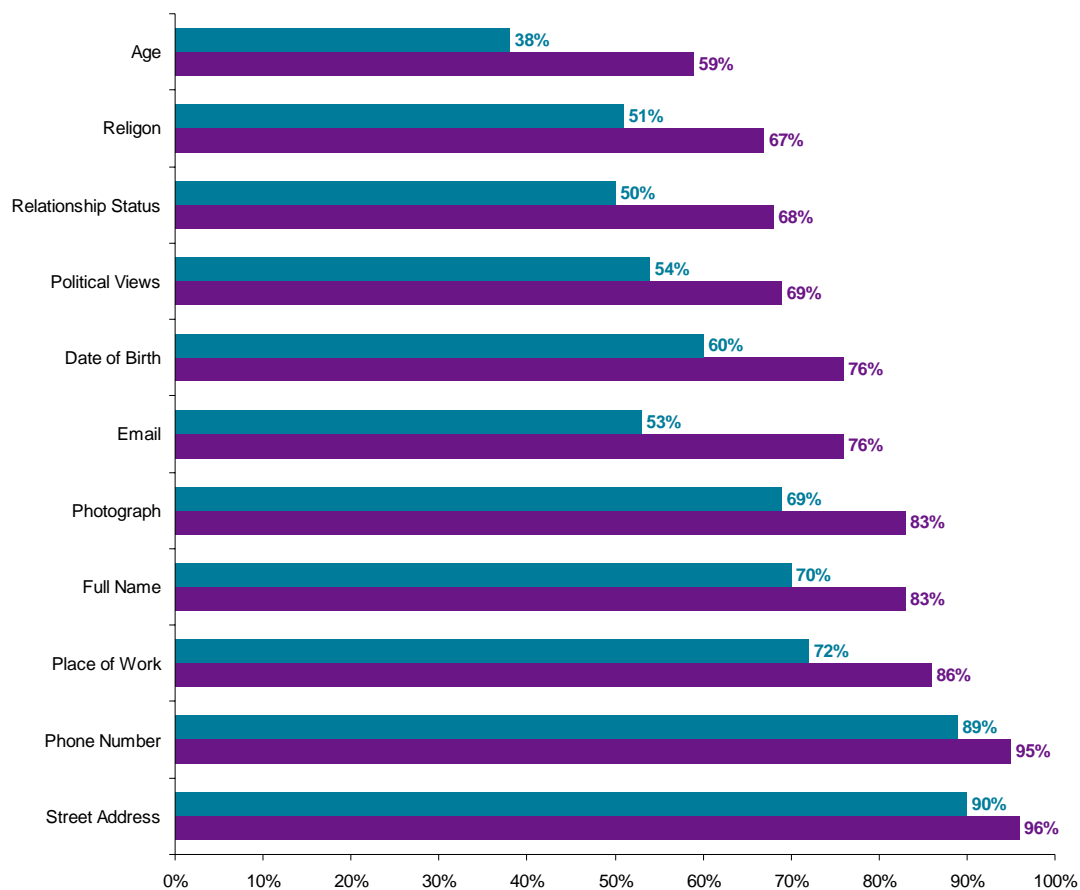
personal information as expressed in the Unisys Security Index for December 2007.

In addition, there were significant variations when it came to asking Australians what types of information they were or were not comfortable providing when joining a social networking website.

There are significant numbers of Australians who are comfortable providing personal information online, despite the high level of overall concern about the protection of privacy as expressed in the Unisys Security Index.

- Nearly 6 out of 10 are comfortable providing their age
- Approximately half are comfortable providing their religious views
- Half are comfortable providing their relationship status
- 4 out of 10 are comfortable providing their date of birth
- 43% are comfortable providing their political views
- 3 in 10 are comfortable providing a photograph

However the proportion saying they are **not** comfortable rose significantly when those surveyed were asked to consider a situation where their personal data provided to join a social networking website might be made available to search engines and third party organisations.



- Would not feel comfortable providing personal information when joining a social networking website (%)
- Would not feel comfortable providing personal information when joining a social networking website knowing it might be made available to internet search engines, and other third parties or organisations (%)

Background

This question relating to social networking website security was asked alongside December Unisys Security Index. 920 adults aged 18 to 64 were surveyed across Australia by Newspoll, between 2-4 November 2007.

Respondents were asked whether they would feel comfortable or not comfortable providing personal information in each of the following circumstances?

- To someone you meet in public on a bus, train, or plane
- To a financial services company as part of an application for a product or service
- To a work colleague
- Online through a social networking site
- To a government department
- To a company seeking your business
- During a phone call from someone who says they work for an organisation you are a customer or

Would you feel comfortable or not comfortable providing the following information when joining / participating in social networking websites?

- Email address
- Street address
- Full name
- Date of Birth
- Phone number
- Place of work
- Age
- Political views
- Religion
- Photograph
- Relationship status

Would you be comfortable or not comfortable providing the following information to social networking sites knowing it might be made available to internet search engines, and other third parties or organisations?

- Email address
- Street address
- Full name
- Date of Birth
- Phone number
- Place of work
- Age
- Political views
- Religion
- Photograph
- Relationship status

For more information on the Unisys Security Index including additional resource material visit: www.unisyssecurityindex.com.au or watch the Unisys Security Index social networking video clip now available on YouTube <http://au.youtube.com/user/UnisysAustralia>.

For more information on Unisys Security offerings visit: www.unisys.com.au/services/security/index.htm

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